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ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, DC 20231

Docket No. SVL920010020US1  
(PATENT)

SIR:

Transmitted herewith for filing in the Application of: Plow Serial No.: 09/922,201

Title: **SYSTEM, METHOD, AND COMPUTER PROGRAM PRODUCT FOR SELECTIVELY  
DISPLAYING INTERNET ADVERTISEMENTS**

are the following:

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> 3 Sheets of formal drawings | <input type="checkbox"/> Missing Parts Surcharge(\$130.00)                      |
| <input type="checkbox"/> Amendment                              | <input type="checkbox"/> Filing Fee (\$710.00)                                  |
| <input type="checkbox"/> Amendment after Final Rejection        | <input type="checkbox"/> Declaration and Power of Attorney                      |
| <input type="checkbox"/> Response to Restriction Requirement    | <input type="checkbox"/> Assignment of the Invention(\$40.00)                   |
| <input type="checkbox"/> Letter to Drawing Review Branch        | <input type="checkbox"/> Recordation Form Cover Sheet                           |
| <input type="checkbox"/> Certificate of Correction              | <input checked="" type="checkbox"/> Notice to File Corrected Application Papers |
| <input checked="" type="checkbox"/> Acknowledgment Postcard     | <input type="checkbox"/> Petition for Extension of Time(\$110.00)               |
|   | <input type="checkbox"/> Issue Fee(\$1,240.00)                                  |
|   | <input type="checkbox"/> Notice of Appeal(\$310.00)                             |
|   | <input type="checkbox"/> Appeal Brief(\$310.00)                                 |

NO ADDITIONAL FEE IS REQUIRED

Respectfully submitted,

CERTIFICATE OF MAILING

I hereby certify that the above paper/fee is being deposited with the  
United States Postal Service as first class mail in an envelope addressed  
to the Assistant Commissioner for Patents, Washington, DC 20231

Date of Deposit:

09/27/01

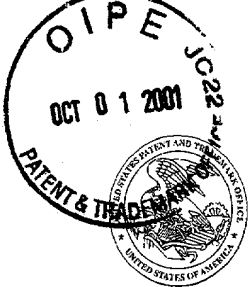
Person mailing paper/fee:

Jeanne Gahagan

Signature

Jeanne Gahagan

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## UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D C 20231  
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APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/922,201	08/02/2001	Gregory Maurice Plow	STL920000037US1

CONFIRMATION NO. 1396

## FORMALITIES LETTER



\*OC000000006542547\*

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San Diego, CA 92101

Date Mailed: 09/17/2001

## NOTICE TO FILE CORRECTED APPLICATION PAPERS

*Filing Date Granted*

This application has been accorded an Application Number and Filing Date. The application, however, is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given **TWO MONTHS** from the date of this Notice within which to correct the informalities indicated below. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a)

The required item(s) identified below must be timely submitted to avoid abandonment:

- Substitute drawings in compliance with 37 CFR 1.84 because:
  - drawing sheets do not have the appropriate margin(s) (see 37 CFR 1.84(g)). Each sheet must include a top margin of at least 2.5 cm. (1 inch), a left side margin of at least 2.5 cm. (1 inch), a right side margin of at least 1.5 cm. ( 5/8 inch), and a bottom margin of at least 1.0 cm. (3/8 inch);

*A copy of this notice **MUST** be returned with the reply.*

Customer Service Center  
Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE